

Message Text

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PAGE 01 GENOA 00620 011715Z

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FM AMCONSUL GENOA

TO SECSTATE WASHDC 2086

AMEMBASSY ROME

INFO AMCONSUL FLORENCE

AMCONSUL MILAN

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TRIESTE

AMCONSUL TURIN

UNCLAS GENOA 0620

E.O. 11652: N/A

TAGS: BDIS, IT, US

SUBJ: COCA COLA CASE -- THE REFRESHER THAT PAUSED

REF: (A) GENOA 0593 (B) ROME 18961

DEPARTMENT PLEASE PASS USDOC

1. PART TWO OF THE CAMPAIGN OF GENOA ALDERMAN FOR HEALTH FOSSA AGAINST COCA COLA APPEARS NEAR TO A CONCLUSION. TO FOSSA'S EMBARRASSMENT, PROVINCIAL CHEMISTS HAVE DETERMINED THAT THE AMOUNTS OF CAFFEINE AND ORTHOPHOSPHORIC ACID FOUND IN THE BEVERAGE ARE WITHIN THE PERMISSIBLE LIMITS ESTABLISHED BY THE U.S. FOOD AND DRUG ADMINISTRATION AND THE ITALIAN MINISTRY OF HEALTH. THE CHEMIST FINDINGS HAVE BEEN TURNED OVER TO THE COURT.

2. THE CASE AGAINST COCA COLA IS NOW BEING REVIEWED BY MAGISTRATE SOSSI'S SUPERIOR, INVESTIGATING JUDGE SCIACCALUGA.
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JUDGE SCIACCALUGA IS REVIEWING SOME 250 PREVIOUS COURT DECISIONS COVERING THE ITALIAN LABELING AND INGREDIENT STANDARDS FOR BEVERAGES. COCA COLA'S LAWYERS ARE SOMEWHAT CONFIDENT THAT JUDGE SCIACCALUGA'S REVIEW OF THE EVIDENCE AND PRECEDENTS WILL LEAD TO (1) A DISMISSAL OF FOSSA'S CHARGES AND (2) A REVERSAL OF MAGISTRATE SOSSI'S ORDER REQUIRING THE COMPANY TO POST SIGNS LISTING COCA COLA'S INGREDIENTS EVERYWHERE THE BEVERAGE IS SOLD

IN ITALY. SOSSI'S DEADLINE FOR POSTING SIGNS IN THE MORE THAN
400,000 PLACES SELLING COCA COLA IN ITALY EXPIRES ON DECEMBER 8.

3. SPOKESMAN FOR THE COCA COLA BOTTLING COMPANY IN GENOA REPORTS
THAT ITS SALES HAVE DROPPED NEARLY 60 PERCENT IN THE PAST TWO
WEEKS DUE TO THE ADVERSE PUBLICITY ARISING FROM THE COURT TESTS
AND ESTIMATES THAT THE COMPANY WILL NEED TO UNDERTAKE AN EXPENSIVE
PUBLICITY CAMPAIGN TO REGAIN THE CONFIDENCE OF THOSE WHO ENJOY
QUOTE THE PAUSE THAT REFRESHES UNQUOTE. FROM THE COMPANY'S
STANDPOINT, IT IS FORTUNATE THAT THE HARRASSMENT AGAINST COCA COLA
IS TAKING PLACE DURING THE AUTUMN MONTHS WHEN SALES ARE NORMALLY
LOW RATHER THAN IN THE SUMMER.

4. WE WILL CONTINUE TO REPORT ON FURTHER DEVELOPMENTS.DI SCIULLO

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